

A *n Interview with Jim Lehrer*

When Manny Steil, chair of the ILA Awards Committee, informed Jim Lehrer that he was the recipient of the **1992 Media Listener of the Year Award**, his letter read:

In critical public service, you have listened well to countless voices; cut to the heart of innumerable messages; and significantly and positively impacted multi-millions of world-wide listeners.

Judi Brownell, ILA President, and Carole Grau, chair of the ILA Public Relations Committee, interviewed Jim Lehrer and presented him with a plaque in recognition of his practice of effective listening.

It was evident in talking with Mr. Lehrer that he not only values and encourages active listening, but that he has given a great deal of thought to the role listening plays in his job. Noting that listening well is one of the most difficult things media professionals have to do, he empha-

sized that planning and preparation are often the keys to understanding the speaker. Perhaps more than anything else, careful and thorough preparation allows the interviewer to relax and really concentrate on what the speaker has to say.

Jim noted that when interviewers are media personalities, televised interviews are often designed more for the purpose of creating a forum for the interviewer to show off his or her skills than to really explore the inter-

viewee's ideas. When the "emotional dynamic" is focused on how well the interviewer is doing rather than on how well they understand the person speaking, poor listening is almost inevitable.

It was obvious that Jim Lehrer is a skilled listener and effective communicator. His insights on the importance of listening in the public arena, have value and application to individuals everywhere. The example he sets is an inspiration to all of us.



Jim Lehrer receives the Listener of the Year Award from Judi Brownell (left) and Carole Grau.

*P*resident's Perspective

Our school's computer consultant just left my office. His mission was to update, for the third time this academic year, my IBM wordperfect software. I began in September perfectly content with the knowledge of wordperfect 5.0 I had spent the summer acquiring. In November, I learned that wordperfect 5.1 would be installed before January. In March I finally convinced myself that I would, in fact, be able to live with the new program. Today, I'm looking at my "new" wordperfect for windows with pull down menus and overlapping screens, wondering if these changes will ever end. The answer, of course, is, "No, never."

If there is one certainty in the future, that certainty is change. If there is one personal skill that facilitates a smooth and positive change process and that enables individuals to adjust to new ideas and information, that skill is listening. We see the need for effective listening in our schools, in our families, and in our work and social organizations.

If we are to respond to our students' changing needs, we need effective listeners who make our classrooms examples of two-way communication. Listening to students' concerns allows us to adapt and to ensure that the information we present is put into the context of our students' perspectives. Often, we must address



circumstances quite different from what we knew only a few years earlier.

Our families are changing, too—in their composition, in their values, in their lifestyles. The connections we desperately need to develop and maintain through times of transition only happen when communication channels are opened through active listening. We think of listening as the skill of inclusion, of empowerment, of relatedness. It is also the skill of adaption to change. There are few contexts where change has more impact than on family relationships. Children grow and leave home, couples divorce, the elderly become part of new family systems. There are few contexts where listening is more vital.

In organizations, we find ourselves life-long learners. Change occurs so rapidly that

only effective listeners are able to maintain their effectiveness in the face of constant transitions. Employees who resist learning new information or who fail to listen to instructions will find that these are fatal flaws. The wisest decision-makers will be those who listen to all points of view and gather as much information as possible. Our old models of effective speaking as the key to corporate success may gradually be replaced with a vision of leaders who emphasize effective listening as prerequisite to effective presentation.

As listening professionals we have an advantage and a responsibility. Our advantage is that we have already recognized the importance of effective listening, and most of us have been striving to develop our personal listening competencies. Our responsibility is to continue to develop and to encourage others to develop their listening effectiveness. One key to our organization's future growth lies in our ability to interface with other organizational leaders and have a presence in curricular decision-making at all levels. We must set and accomplish broad-based goals as well as meet individual member needs. As ILAers, our strong and unified voice must address the ways in which we can contribute to facilitating the change process as it occurs in all aspects of our lives.

New Members

Helen B. Moore
151 Wildwood Way
Forrestburg, NY 12777-6007

Colleen McGoff Dean
P.O. Box 2030
Surrey, B.C.
Canada V3T 5H8

Larry McCarley
11845 Old Columbia Pike
Suite 101
Silver Spring, MD 20904



ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (*Includes articles, ads, photographs to appear in the next issue*) is September 23, 1992.

ILA LISTENING POST NOW ACCEPTING ADVERTISING

To provide service to ILA members and suppliers, the ILA Listening Post will accept advertising. Acceptance of all advertising will be subject to editorial approval.

1992 RATE

Full Page.....	\$250.00
1/2 Page.....	\$150.00
1/4 Page.....	\$75.00
1/8 Page.....	\$40.00

All ads must be camera-ready and pre-paid. Send all material and ads to:

LISA VICKERS, Editor
East Tennessee State University
Dept. of Communication
Box 70,667
Johnson City, TN 37614-0667

Listen Up!

As part of my job as Member-At-Large, I am given the task of gathering together bibliographies on listening and composing a master bibliography which will be available to all members and interested scholars. I hope to cross-reference the sources by subject and make them retrievable in several forms and sequences. I am currently groveling for student assistant funds to carry off this project.

Now I know that we all have various bibliographies lurking in the closet, or hanging on to ends of papers we have written, or slithering off the back sides of our heaped desks.

PLEASE! Let them out of the closet! Look behind your desks! Open that file cabinet that smells of salami! Shake down that graduate student! Send what you have to me. Address it to:

Alice Ridge
Communication & Theatre
Arts Dept.
Univ. of Wisconsin-Eau Claire
Eau Claire, WI 54702

REMINDER! reminder!

The membership committee is once again offering a cash prize of \$100 to the ILA member who recruits the most new members before the 1993 meeting in Memphis. The rules of the contest are:

a. New members must submit in writing to Mary Wise the name of the person who should be given credit for their joining ILA.

b. Only those names submitted in writing will be eligible for the contest.

c. Names should be submitted between July 15, 1992 and 4:00 pm March 5, 1993.

d. Names must come from the new member, not the person who recruited the new member.

e. Names may be submitted for credit to the registration desk at the convention in Memphis until closing time on Friday afternoon.

f. The names of the recruiters will be tabulated by Mary Wise and members of the Membership Committee on Saturday. Decisions of the committee are final.

g. The \$100 cash award will be presented at the banquet Saturday evening.

The Big Winner Could Be You!

Let's Recruit!

Important Addresses

International Office:	Executive Director, Mary Wise Center for Information and Communication Sciences Ball State University Muncie, Indiana 47306
The Listening Post:	Lisa Vickers, Editor East Tennessee State University Dept. of Communication Box 70,667 Johnson City, TN 37614-0667
The ILA Journal:	William E. Arnold, Editor Dept. of Communication Arizona State University Tempe, AZ 85287-1205

Another Elvis Siting?

After a brief sighting at the ILA Convention in Seattle, Elvis Presley has not been seen since. Apparently, he only shows up for extremely important events. The question is now whether he will appear at the ILA Convention in Memphis, his home town. Elvis fans from all over the world are planning to attend the Convention in March of 1993 in Memphis in hopes of getting another glimpse of the King. Anyone planning to attend should be sure to make reservations early to ensure that they don't miss this event.



Memphis In 1993

Upon returning to Memphis after the fabulous Seattle Convention, I was welcomed by the first signs of spring—the dogwoods and redbuds were beginning to bloom in the woods, and the colorful splashes of azaleas all over the city were peaking out. Since many of you may not have been to Memphis before, here are some of the things you can look forward to:

- Warm Southern hospitality
- The Mississippi River
- Some of the world's best barbecue and other Southern treats
- Birthplace of blues and rock-and-roll
- Beale Street—the home of the Birth of the Blues
- Graceland—the home of Elvis Presley

- The National Civil Rights Museum
- The Pyramid
- The Orpheum Theatre
- Several outstanding museums
- Victorian Village
- Flowering dogwoods, redbuds, and azaleas
- ILA friends
- The best audience any presenter could ever ask for
- Cutting edge reports on listening research, teaching techniques, and business applications

Start something great in Memphis! See you in March of 1993.

-Sheila Bentley
1st Vice President-Elect

Memphis Conference: Listening for Empowerment

Your Program Planning Committee for the Memphis convention is already hard at work. Lead by Michael Gilbert, committee members include:

Higher Education

R. Anderson	B.P. Cichy
D. Thomlison	A. Ward
T. Wirkus	

Research

P. Emmert	M. Purdy
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Elementary/Secondary

P. Anderson	E. Mahone
H. Weiss	

Business/Consulting

J. Gallagher	R. Gallagher
R. Millen	J. Murphy

General

T. Thomas	S. Bentley
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Call For Proposals

Proposals for presentations and papers are solicited for the 1993 ILA convention, "Listening as Empowerment," to be convened in Memphis, Tennessee at the Omni Hotel, March 4-6, 1993. Proposals should address the theme of the convention and include the following:

- Abstract (not to exceed 50 words)
- Topic to be addressed
- Proposed activities (lecture, demonstration, interactivity, etc.)
- ILA Strand (Elementary/Secondary Education, Research, Consulting/Training, or

Higher Education)

- Presenters, including a brief description of qualifications
- Time needed (45 min., 1 hour, or 1 1/2 hours)
- Listing of related previous presentation, if any

Proposals should be typed and be received by **August 15, 1992**. Any proposal received after that time will be considered as space permits.

Send proposals to:

Michael Gilbert
Department of Educational Leadership
University of Arkansas at Little Rock
2801 South University Avenue
Little Rock, Arkansas 72204-1099

James I. Brown Award

The 7th Annual James I. Brown Student Research Award will be presented at the next convention in Memphis. This competition is open to students in high school, undergraduate and graduate programs.

To be eligible, students (or their faculty advisors) should submit their papers for consideration by January 15, 1993. A copy of the paper should be sent to:

Dr. Philip Emmert
Dept. of Human Communication
James Madison University
Harrisonburg, VA 22807



The Adams Mark Memphis

extends a warm invitation to you to attend
the 1993 International Listening Association Convention
and experience our Southern hospitality.



adam's mark.
memphis

ILA On The Move!

Have you received your copy of the ILA membership survey? If not, it should be in your mailbox soon. Please take a few moments to respond to the survey. If you did not receive a survey, or have lost your copy, call the Executive Director, Mary Wise, to receive another (317) 285-1889.

The Membership Committee and the ILA Board want to know how well the association is meeting your needs. We also want to identify new ways to better serve you. Your thoughts are important to us. After all, ILA is our association.

I look forward to getting your answers. The results will be presented at the Memphis meeting.

-Margaret Fitch-Hauser
2nd Vice President
Membership

Public Relations Committee

Susan Ellen Bacon
Diane Diresta
Richard Millen
Harvey Weiss
Judy Belk
Dean Thomlinson
Betsy Latko
Gene Wilson
Barbara Keith
Michael Murphy
Sara Lundsteen
Alice Ridge
Bob Bohlken

Listening Post "Headquarters" Moving

I am moving back to Tennessee this month. So, please send your articles, notes, anecdotes, reports, etc., to:
East Tennessee State University
Department of Communication
Box 70,667
Johnson City, TN 37614-0667

You can reach me by phone at (615) 929-4308.

-Lisa Vickers
Editor, *The Listening Post*



1992-1993 Committee Chairs

Archives - Harvey Weiss, Chair
Audit - Sheila Bentley, Chair
Awards - Manny Steil, Chair
Business/Consulting - Betsy Latko, Chair
Elementary/Secondary Task Force - Susie Berkheimer, Co-Chair,
Michael Murphy, Co-Chair
International Outreach - Emma Plattor, Chair
Local Arrangements - Sheila Bentley, Chair
Membership - Margaret Fitch-Hauser, Chair
Nominating - Philip Emmert, Chair
1993 Program - Michael Gilbert, Chair
Public Relations - Carolé Grau, Chair
Research - Vickie Emmert, Chair
Margaret Fitch-Hauser, Vice Chair
Site Selection - Bill Arnold, Chair
Special Projects - Alice Ridge, Chair
Student Interests - Todd Thomas, Co-Chair
Michael Fitzgerald, Co-Chair

Call for Nominations

We are in the process of selecting the next officers for ILA. If you know someone who would make an excellent contribution, nominate that person for one of the following offices. If you are willing to serve as an officer, please nominate yourself.

The following offices need nominees:

- First Vice President Elect (ascends to First Vice President in 1994; ascends to President in 1995)
- Second Vice President
- Secretary
- Member-at-Large (International)
- Member-at-Large (Public Relations)

The nominating committee will also need five new members for next year as well.

Please send your nominations by September 15, 1992 to: Dr. Philip Emmert, Chair, ILA Nominating Committee, Department of Human Communication, James Madison University, Harrisonburg, VA 22807. If it is more convenient, you can give nominations to other members of the nominating committee. Members are: Deborah Barker, Auburn University; Carine Feyten, University of South Florida; Mary Louise Shannon, Florida Community College; and Kathy Wahlers, Barry University.

Thoughts About Listening

Listening in dialogue is listening to meanings more than to words... In true listening, we reach behind the words, see through them to find the person who is being revealed. Listening is a search to find the treasure of the true person as revealed verbally and nonverbally. There is the semantic problem, of course. The words bear a different connotation for you than they do for me. Consequently, I can never tell you **what you said**, but only **what I heard**. I will have to rephrase what you have said and check it out with you to make sure that what left your mind and heart arrived in my mind and heart **intact and without distortion**.

-John Powell, Theologian

I want to hear you accurately, so I'll need to check out what I hear at crucial points to be as sure as I can that my meanings match your meanings...I get an inkling of what your meanings are from your words, your tone of voice, your face, gestures and body movements. But it is only an inkling. I must check it out at times by replaying what I heard for your approval, until you agree that you have been heard.

I want to hear deeply,

clearly, accurately enough that I am able...to some real extent...to feel what you feel, hurt a bit where you hurt and want for you the freedom to be all you are becoming.

- David Augsburger

Quotes from People Skills, by Robert Bolton, 1979.

"What We Have Here Is A Failure To Communicate."

How often have you heard that bromide? "Failure to communicate" is the single, most common, most universal reason given for problems that develop.

Business problems, government problems, labor problems.

If only people took time to communicate their feelings, to explain their reasons, the assumption is that many of the problems of the world would somehow disappear. People seem to believe any problem can be solved if only the parties would sit down and talk.

Unlikely.

Today, communication itself is the problem. We have become the world's first overcommunicated society. Each year, we send more and receive less.

Introduction to: Positioning: The Battle for Your Mind
Reis & Trout
McGraw Hill, NYC 1981

Wendy Carol Fraser has published a book of the biography and chronology of the industrialist, Hiram Walker (1816-1899). It covers a little of his life, work and family.

For *Northern Exposure* fans only. Remember in Seattle when the crew for the TV show *Northern Exposure* was lurking in the dining room? Well, if you saw the episode with Maggie and Joel going to a hotel in "Juneau" you would have seen many interior shots of the Edgewater Hotel. It brought back memories. If you don't watch the show, you're missing a good thing.

Award Recipient Gives Word Of Thanks

I regret that I was unable to attend the Seattle Convention. However, I do want to thank the ILA for the 1992 Research Award. I wish that I had been there to receive the lovely plaque; it arrived in the mail yesterday.

This research on listening and aging was a sabbatical project. Many of my suspicious friends and colleagues have observed that for a Wisconsinite to do research for three winter months in Florida is a little too convenient. However, now with this award and my tan completely faded, their suspicions should dissipate.

ILA members may be interested that a brief article on my research will appear in the June/July issue of *Modern Maturity*, the magazine published by AARP. I am pleased with the attention and recognition this research has received. Thank you, ILA.

Sincerely,
Jerald Carstens

Membership Corrections

Colleen Dean's entry in the membership directory contained a few errors. Here are the corrections. Please mark them in your directory. Her business address should be P.O. Box 9030, her work phone number should read 604-599-2176, and her fax number should read 604-599-2068.

On The Lighter Side

It was near the end of the semester. I had devoted four class periods of my listening class to the study and testing of hearing. We covered the process of sound waves moving from the external ear (the auditory canal) to the middle ear and its mechanical process and to the inner ear and its sensory neural process. We had discussed conductive hearing loss in the middle ear due to infection and sensory loss in the inner ear due to intense sounds.

I met Ken, one of my lis-

tening students, on campus after he had missed my class. "Ken," I said, "I missed you in class today. What's wrong?"

Ken replied, "Oh, I had to go to the doctor. I have an ear infection."

I asked, "Is it in your middle ear?"

He replied without a smile, "No, just in my left one."

This anecdote was provided by Bob Bohlken.



Have you published a book or an article, received a promotion or commendation, or has something equally exciting happened that you would like to share with your ILA friends? If so, send it to:

Lisa Vickers
Dept. of Communication
Box 70,667
Johnson City, TN 37614 -
0667
Attn: What's Happening